

April 12, 1950.

ALL PERSONNEL

You will very shortly observe that the Program Department has a new series of program logs. These do not differ radically from the previous type. The minor changes are explained below.

No longer are all broadcast times listed on the logs--only those pertinent to breaks and programs. In record programs, such as Stardust, spot announcements will be slightly indented in the column entitled "PROGRAMS AND ACCOUNTS." The time on these announcements will be listed only when the department wishes them to go at a particular time, and then the announcer should plan his program so that the announcement goes within one minute either side of the listed time. The announcer may fit in the other commercials as he wishes, with the only stipulations that he broadcast them in the order listed on the log, and within the time period listed on the log.

All spot announcements will be listed, or rather labeled, in parentheses immediately after them as to their length. "(min)" means a one minute announcement; "(CB)" stands for a chain break announcement, which we are used to calling a 20 second announcement. At other times, such as in the instance of our present Budweiser time tone announcements, the length will be indicated in a similar manner. (eg: "(5 sec).")

For example, below you see a simulated program log for Tuesday, February 28, 1950, which was a few days prior to the Junior Prom, as you would see it on the new type program log.

<u>TIME SCHEDULED</u>	<u>PROGRAMS AND ACCOUNTS</u>	<u>TYPE</u>	<u>TIME ACTUAL</u>	<u>INITIALS</u>
11:10:00	Stardust	rc	11:10	jbs
	Glee Club (min)	sa	11:14	jbs
	Ringside (min)	sa	11:18	jbs
	Waldorf (min)	sa	11:22	jbs
	Latin Club (min)	sa	11:26	jbs
11:29:30	Break-Wylie (CB)	sa	11:30	jbs

In order to differentiate between announcements and sponsored programs, the name of a sponsor will appear capitalized and in parentheses immediately after the name of the programs he has bought.

For examples of this, see the next page.

ENG: UP MUSIC AND FADE

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- (C) IN NO OTHER WAY CAN YOU SEND SUCH PERSON TO PERSON HELP.
IN NO OTHER WAY CAN YOU SEND SO MUCH FOR SO LITTLE...
AND WITH SO LITTLE EFFORT
- (D) CARE IS THE ONLY NON-PROFIT SERVICE THROUGH WHICH YOU CAN
SEND PERSONAL HELP TO ANY DESIGNATED INDIVIDUAL IN EUROPE...
WITH DELIVERY GAURANTEED.
- (C) CARE IS A GOVERNMENT-APPROVED SERVICE, COMPOSED OF THE
27 MAJOR ACCREDITED AMERICAN OVERSEAS RELIEF AGENCIES.

ENG: UP MUSIC AND FADE

STUDIO ANCR: AND NOW TO TELL YOU MORE ABOUT CARE, THE YALE
BROADCASTING COMPANY IS PLEASED TO PRESENT
REVEREND ROLAND H. BAINTON, ~~XXXXXXXXXXXX~~ TITUS
STREET PROFESSOR OF ECCLESIAICAL HISTORY.
DR. BAINTON:

5 MINUTE ADDRESS

STUDIO ANCR: THANK YOU DR. BAINTON. GENTLEMEN YOU HAVE JUST
HEARD A TALK BY REVEREND ROLAND H. BAINTON,
TITUS STREET PROFESSOR OF ECCLESIAICAL HISTORY
AT YALE UNIVERSITY.

ENG: UP MUSIC AND FADE

(A) HOW DOES CARE OPERATE?

(B)

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<u>TIME SCHEDULED</u>	<u>PROGRAMS AND ACCOUNTS</u>	<u>TYPE</u>	<u>TIME ACTUAL</u>	<u>INITIALS</u>
11:29:30	Break-Wyllie (CB)	sa	11:29:30	jbs
11:30:00	Stardust (con't) (DAVID DEAN SMITH)	re	11:30:00	jbs
11:35:00	Stardust (con't)	re	11:35	jbs
	Tuttle (min)	sa	11:39	jbs
	Rossey's (min)	sa	11:43	jbs
	Silver liquor (min)	sa	11:47	jbs
	Henlein's (min)	sa	11:51	jbs
	Yale Glee Club (min)	sa	11:55	jbs
11:59:30	Break-Program courtesy	nesa	11:59:30	jbs
12:00:00	Stardust (con't)	rs	12:00	jbs

All remote broadcasts, recording of programs while they are on the air, and recording of programs during broadcasting hours for future use will be marked with a double set of dotted lines across the whole page, with additional instructions on the log.

<u>TIME SCHEDULED</u>	<u>PROGRAMS AND ACCOUNTS</u>	<u>TYPE</u>	<u>TIME ACTUAL</u>	<u>INITIALS</u>
8:44:30	Break-Program courtesy	nesa	8:44:30	lb
8:45:00	Time out (COLLEGE LIQUOR)	lc-n	8:45:00	lb
	College liquor (min)	sa	8:45:30	lb
<u>FEED WHHC</u>	College liquor (min)	sa	8:52:08	lb
	College liquor (30 sec)	sa	8:58:30	lb
8:59:30	Bk-Program courtesy-Budweiser (5 sec)	sa	8:59:30	lb
9:00:00	Designed for Study	rs	9:00:00	lb

These logs have been designed so that they are very flexible. You should have no trouble reading them after a brief period of time. If you have any questions, I will be happy to answer them.

Howard Eaton, Jr.
Program Director

2. Mike. Always rely on the control booth for your cues! Whenever you have the opportunity, watch the control booth for signals.

6. NEVER, NEVER TOUCH MIKE OR CORD WHILE READING.

7. Do not hog mike. Several actors must use each mike. Remain seated until it is your turn to speak, and when you have finished return to your seat.

8. Treat all staff members of WYBC with respect. They are fragile! (besides, they are, in effect, our employers!)

9. AGAIN! ALWAYS WATCH FOR YOUR CUES.

10. The control booth intergrates all parts of the program and is always in charge while the program is on the air.